

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
23 June 2005 (23.06.2005)

PCT

(10) International Publication Number  
**WO 2005/057375 A2**

(51) International Patent Classification<sup>7</sup>: **G06F**  
(21) International Application Number:  
PCT/US2004/041395

(74) Agents: **ALDERUCCI, Dean, P.** et al.; Walker Digital Management, LLC, Five High Ridge Road, Stamford, CT 06905 (US).

(22) International Filing Date: 9 December 2004 (09.12.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
60/527,987 9 December 2003 (09.12.2003) US

(71) Applicant (for all designated States except US):  
**WALKER DIGITAL, LLC** [US/US]; Suite 128, 1177 High Ridge Road, Stamford, CT 06905 (US).

(71) Applicants and

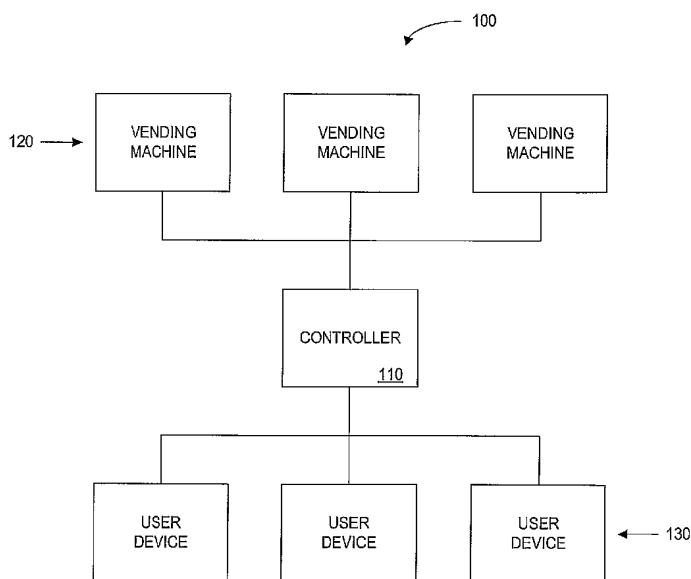
(72) Inventors: **WALKER, Jay, S.** [US/US]; 260 Oscaleta Road, Ridgefield, CT 06877 (US). **BREITENBACH, Paul, T.** [US/US]; 33 Hillbrook Road, Wilton, CT 06897 (US). **TEDESCO, Daniel, E.** [US/US]; Two Arden Lane, Huntington, CT 06484 (US). **GELMAN, Geoffrey, M.** [US/US]; 1134 HBS Student Mail Center, Boston, MA 02163 (US). **TEDESCO, Robert, C.** [US/US]; 1951 Congress Street, Fairfield, CT 06824 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: MARKETING SYSTEM EMPLOYING VENDING MACHINES



(57) Abstract: According to an embodiment, a device provides an offer, via an interface at a vending machine, for a benefit in exchange for an email address. An email address is received via the interface. After receiving the email address, a promotional message is transmitted to the received email address. According to an embodiment, a device receives a set of email addresses; and identifies at least one vending machine to be associated with the set of email addresses. At least one rule is determined, and the rule defines restrictions on when a message may be sent to at least one of the email addresses. A message is sent via email transmission to each of the set of email addresses in compliance with the restrictions on when a message may be sent.

WO 2005/057375 A2



**Published:**

— without international search report and to be republished  
upon receipt of that report

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*